

Light up the night.



Joe's

PLACE



Tell 'em
Joe sent you!

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

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***There's
something for
everyone at
Joe's Place.***



**Free Joe's Place Catalog.
Call 1-800 CAMEL CASH.
(1-800-226-3522)
Offer restricted to smokers
21 years of age or older.**

GET THE CATALOG.

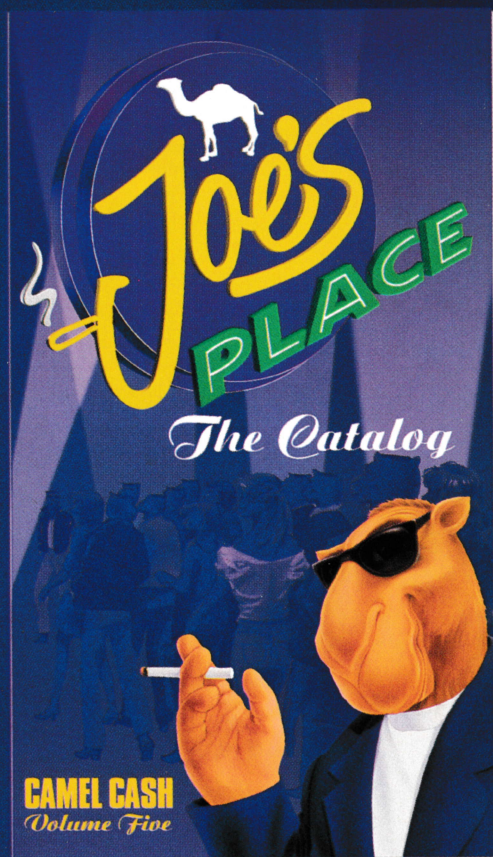
Pick one up wherever Camels are sold.

Or call

1-800-CAMEL CASH*

1-800-226-3522

Ask how to get Joe's V.I.P.
Card while you're at it.



Joe's Place
Cap

Special Lights
Deco Cigarette Case



8-Ball
Smoking Set



Original
Hard Pack

* Offer restricted to smokers 21 years of age or older.

11 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

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